

**ITA Vision** 

## International Trade Administration FY 2007 – 2012 Strategic Plan Overview and FY 2006 Priorities

### Foster Economic Growth and Prosperity through Global Trade

**ITA Mission** 

Create prosperity by strengthening the competitiveness of U.S. industry, promoting trade and investment, and ensuring fair trade and compliance with trade laws and agreements

#### ITA Long Term Goals

ITA
Objectives and
Performance
Measures

Advance U.S. International and Commercial Strategic Interests

Create market access through policy advocacy and the support of trade negotiations

 Trade policy and negotiation advancement (combined internal panel review of ITA's contribution to trade negotiations) (external measure)

Lead U.S. Government efforts to develop the Administration's commercial strategies

 Percentage of ITA-led inter-agency commercial strategies successfully advanced (internal measure)

Leverage commercial programs to support U.S. foreign and economic policy priorities

 Percentage of commercial milestones advanced in support of foreign and economic policy goals (internal measure)

Support the Successful Conclusion of Doha Round and WTO Accession Negotiations

ITA 2006 Annual Priorities

Support the Development and Implementation of FTAs and Other Regional Initiatives

Strengthen Public-Private
Promotion and Implement USGWide Commercial Strategies
(Note: Priority supports two goals)

Enhance U.S.
Competitiveness in Domestic and International Markets

## Conducting critical studies & analysis to promote U.S. competitiveness

- Total cost savings identified in MAS studies and analysis (annual and longterm external measures)
- Cost saving achieved in the distribution of economic data (efficiency measure)

Ensure appropriate industry and other stakeholder input into trade policy development, negotiations, and implementation

- Percent of agreement milestones completed (external measure)
- Percent of industry specific trade barriers Addressed that were removed or prevented (external measure)
- Percent of MAS recommendations contained in industry-specific analyses adopted to support the implementation of selected U.S Trade Laws (external measure)

## **Enhance Public and Private Partnerships**

- Dollar exports generated for every \$1 invested in public/private partnerships (external measure)
- Total exports generated from public/private partnerships (long-term external measure)

Evaluate different industry and other stakeholder perspectives for domestic policy development, assessment, and implementation

 Percent of total competitiveness impediments identified by industry and other stakeholders where ITA takes appropriate action (external measure)

Improve U.S. Competitiveness and Provide Sector Analysis and Outreach for Domestic and Trade

**Broaden and Deepen** the U.S. Exporter Base

## Increase the number of U.S. companies exporting

 Number of new-to-export export successes\* (external measure)

## Help current exporters enter additional markets

 Number of new-to-market export successes\* (external measure)

## Expand market penetration for U.S. exporters

- Number of increase-to-market export successes\*(external measure)
- Number of export successes made as a result of ITA involvement\*(external measure)
- Percentage of Commercial Service fee funded programs\* (external measure)

# Advocate for U.S. firms competing for foreign commercial opportunities

- % of advocacy cases completed successfully (external measure)
- \$ Value of advocacy cases completed successfully (external measure)

Identify and Resolve Unfair Trade Practices

## Identify distortions in foreign markets

 Number of potential unfair trade practices identified and/or under evaluation (internal measure)

#### **Enforce U.S. trade laws**

 Percentage of AD/CVD proceedings completed within statutory deadlines (external measure)

# Improve market access for U.S. firms and ensure compliance with trade agreements

External measures:

- Number of market access and compliance cases initiated
- Percentage of market access and compliance cases initiated on behalf of small and medium-sized businesses\*
- Number of market access and compliance cases resolved
- Percentage of market access and compliance cases resolved successfully\*
   Internal measures:
- Percentage of market access and compliance cases that have an action plan within 10 days of initiation
- Dollar value of market access and compliance cases resolved successfully
- Percentage of cases resolved within one year of initiation
- Number of substantive participations annually in trade agreement negotiating sessions (an output measure)

Expand Market Access and Promote U.S. Exports in Commercially Significant Markets (Note: Priority supports two goals)

Strengthen Public-Private
Promotion and Implement USGWide Commercial Strategies
(Note: Priority supports two goals)

**Ensure Compliance and Enforcement of Trade Agreements** 

Foster Excellent
Relationships with
Customers and Stakeholders

## Implement an ITA customer relationship management strategy

 Percentage of customer relationship management strategy milestones completed (internal measure)

#### Improve customer satisfaction

- Customer satisfaction survey score\* (external measure)
- Percent improvement in customer satisfaction (external measure)
- Level of awareness of ITA products and services\* (internal measure)
- Customer perception of ease of access to export and trade information and data\* (external measure)

## Develop and maintain stakeholder relationships to meet ITA's mission critical needs

 Approach to develop Stakeholder management Strategy under consideration Achieve Organizational and Management Excellence

## Develop strategic and operational plans to set and achieve ITA priorities

 Percentage of ITA Program Units with strategic and operational plans (internal measure)

# Implement best-in-class management policies and operations to ensure organizational excellence

- Percent progress in implementing bestin-class policies and operations (internal measure)
- Satisfactory Organizational Assessment score (internal measure)

## Achieve financial management excellence

Clean Audit (external measure)

# Implement performance based delivery of IT technical and service support aligned with ITA's mission critical needs

- Percent progress in implementing best practices for IT Management (using the Microsoft Operations Framework selfassessment tool) (internal measure)
- Customer perception of portal ease of use\* (internal measure)

# Strategically manage human capital to maintain a diverse, high-performing workforce

 Human capital management survey score (internal measure)



Implement the President's Management Agenda

Note: Asterisk (\*) denotes measure data that will be reported annually and/or aggregated to demonstrate progress over three to five years.

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